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Broadcasting Mar 27

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58th Year 1989

CABLE REVENUES

NETWORK DEREG

Vol. 116 No. 13

Broadcasting Mar 27

ABC's change of command...

Brandon Stoddard resigns as ABC Entertainment president to oversee

Stoddard

Iger

network's in-house program development. In his place: Robert Iger, ABC Television Network Group executive vice president. **PAGE 27.**

Oprah's many hats...

Oprah Winfrey says she likes to invest in "things that I know"—whether it be as talk show host, studio owner, executive — producer, actress, restaurateur or station owner. **PAGE 35.**

Winfrey

28 **NETWORK DEREG**
ABC, NBC and CBS continue negotiations with Hollywood on financial interest and syndication rules. Little progress has been made and stage is being set for major public policy debate on issue.

30 **SUBS FOR SALE**
Centel Corp. sells six groups of cable properties reaching 575,000 subscribers for more than $1.4 billion.

31 **CABLE GROWTH**
Pointing to such factors as increasing penetration, larger audiences and strengthening of local advertising, analysts predict cable's healthy first-quarter revenue growth will continue.

34 **AIMING AT CUBA**
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36 **FRED INC.**
Former top ABC executives Fred Pierce and Fred Silverman form production company focusing on original live and taped programing.

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Cable industry readies for its third annual National Cable Month, highlighting individual services and expanding promotional campaigns to attract new subscribers.

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NBC correspondent Connie Chung joins CBS News, and CNN's Mary Alice Williams moves to NBC. Both are returning to their previous employers, receiving higher salaries and increasing their anchor responsibilities.

61 **INVESTING OVERSEAS**
Domestic and foreign finance and media executives discuss benefits and down sides to American investment in European media.

54 **GLOBAL NETWORK**
Christian Science church's new worldwide shortwave radio news and information network, when finished, is expected to be world's most powerful privately owned shortwave system.

Cypress Creek, S.C. transmission site

63 **LEGAL GROUNDWORK**
U.S. district court judge issues preliminary rulings in *Preferred Communications v. City of Los Angeles*.

87 **AT THE HELM**
Since taking over as CBS Radio Division president last August, Nancy Widmann has overseen, among other things, signing of four-year contract with Major League Baseball, addition of sports and Hispanic divisions at network's rep firm and expansion of company's properties.

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contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programing services (BROADCASTING, Oct. 31, 1988). Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable home dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

Comments filed in January and February on FCC's proposed requirement that permittees be assigned pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum, were split. Proponents of 32-channel services from single slot said pairing would double costs to

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL*
Commercial AM	4,934	265	5,199
Commercial FM	4,167	653	4,820
Educational FM	1,378	256	1,634
■ Total Radio	10,479	1,174	11,653
FM translators	1,676	410	2,086
Commercial VHF TV	545	22	567
Commercial UHF TV	515	233	748
Educational VHF TV	120	6	126
Educational UHF TV	217	29	246
■ Total TV	1,397	290	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,721	116	2,837
UHF translators	2,106	437	2,543

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

ogy Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605. (312) 427-5446.

May 11-15—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Waldorf-Astoria, New York. Information: (202) 429-5102.

May 14-16—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 16—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

May 21-27—*Input '89*, international public television screening conference, annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 22-24—*Association of National Advertisers* creative advertising, media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

May 23—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

■ **May 24**—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June

June 2-4—*Chesapeake Associated Press Broadcasters' Association* annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta, Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

June 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and BROADCASTING magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 8-10—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

June 8-11—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

June 15-18—"The Use of Microcomputers in Station Management," *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

MEETING NOTICE — DIGITAL AUDIO INTERFACING

National Association of Broadcasters is covening a meeting of a newly formed Digital Audio Interfacing Committee to investigate the status of digital audio interfacing standards as they relate to broadcasting, and make recommendations toward achieving a single, universally accepted and technically complete format.

It will take place during the 1989 NAB Convention in Las Vegas, on Sunday, April 30, in Convention Center Meeting Room 17, from 10 am to 12 noon (moved from previously scheduled date of April 27).

Reps from the broadcast industry, professional audio and broadcast equipment manufacturers, and others are welcome.
For information, contact Stan Salek, NAB, (202) 429-5391.

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□

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(BROADCASTING, Feb. 13).

NBC started off the season with the most comedies in its schedule, 14, and currently has the most in development, 19, followed by CBS's 18 and ABC's 15.

The most "distinctive" comedy projects at NBC, as described by Perry Simon, senior vice president, prime time series, include four series commitments:

■ *Nutt House*, developed by Mel Brooks for Walt Disney Television, about the zany goings-on in a New York City hotel.

■ *Morton's by the Bay*, from Weintraub Entertainment and NBC Productions, stars Nell Carter as secretary to the owner of a banquet hall.

■ *F.M.*, from MTM, stars Robert Hays as the harried program director of a small public radio station.

■ *Nikki & Alexander*, a *Night Court* spinoff from that show's executive producer, Reinhold Weege, about a beautiful Russian immigrant and the Washington bachelor (Tim Matheson) she becomes involved with.

In the pipeline for next mid-season are three additional adult comedy series commitments to Bill Cosby and Carsey-Werner; Gary David Goldberg, and Peter Casey, David Angel and David Lee.

The network's drama highlights include three series commitments:

■ *Orleans*, a new drama from Terry Louise Fisher, her first since *L.A. Law*, about two New Orleans families (Touchstone).

■ *Hardball*, Frank Lupo project about a mismatched cop team (Columbia and NBC Productions).

■ *Hanna*, a new Michael Mann cop show, based in Los Angeles.

At ABC, there are three comedy series commitments in the hopper for next fall:

■ Stephen Bochco's first project under his new exclusive agreement with ABC—*Doogie Howser, M.D.*, about a 15-year-old wunderkind who is a medical intern.

■ *I'm Here*, a coming-of-age series about an aspiring filmmaker (Reeve Entertainment).

■ A Jackie Mason project, untitled, about a retiree who discovers a second career working with inner-city youths (Carsey-Werner).

Other ABC comedy highlights:

■ *Club Fed*, from Garry Trudeau, a satire about a minimum security prison (Universal).

■ *A Girl's Life*, about a single psychologist and the mother who wonders why she can't find "Mr. Right" (Imagine).

■ A *Perfect Strangers* spin-off, *Family Matters*, with Harriet, the outspoken elevator operator (Jo-Marie Payton-France) leading an ensemble cast (Lorimar).

■ *Past Imperfect*, with Howie Mandel, is about a 30-year-old at a turning point in his life (Castle Rock). □

Clark in 1950's

New bandleader. *American Bandstand*, a television staple for the past 37 years, is undergoing two major changes. Last week, Dick Clark, host of the show for the past 33 years, announced that this will be his last season. In addition, the show, which started on ABC and has been syndicated since September of 1987, will move to the USA Network beginning April 8 (at noon to 1 p.m.).

Clark, who became the show's sole host in 1956, said in announcing his retirement from the show: "This is actually an exciting day for me. After 33 years I finally decided it was time to give someone else a chance." During the show's premiere broadcast on USA Network, Clark will turn over the microphone to his successor, David Hirsch, a 26-year old Detroit native who was selected for the hosting job after an audition. Prior to his appointment, Hirsch had been working at dick clark productions as a segment producer for USA Network's *USA's Camp Midnite*, a late night talk show that airs on the network on Friday nights.

The show began its run in September 1952 on WFIL-TV Philadelphia, with Bob Horn and Lee Stewart as its hosts. The show, with Clark as its host, began airing on ABC in August 1957.

NBC wins week 26; ABC, CBS tie for news win

NBC won the prime time week (ended March 19) with a 15.4 rating and a 25.2 share. ABC came in second with a 13.1/21.5, while CBS pulled in a 12.7/21. ABC's *Roseanne* took the top spot for the week with a 26.1/38, bumping NBC's *Cosby* to second (24.2/39).

In the evening news race, ABC and CBS tied for first with a 10.4/20. NBC had a 9.6/19.

Nielsen		Net		Show
1	26.1/38	A		Roseanne
2	24.2/39	N		Cosby Show
3	23.5/36	A		ABC Sunday Movie
4	22.7/36	N		Different World
5	22.5/35	N		Cheers
6	22.3/38	C		60 Minutes
7	20.4/30	A		Wonder Years
8	20.3/34	N		Golden Girls
9	20.2/32	A		Who's the Boss?
10	19.5/30	A		Anything But Love
11	19.5/32	N		Unsolved Mysteries
12	18.6/32	N		Empty Nest
13	18.5/29	N		Dear John
14	18.1/27	C		CBS Sunday Movie
15	17.9/34	N		Hunter
16	17.8/29	A		Growing Pains
17	17.7/28	N		Night Court
18	17.4/26	N		In the Heat of the Night
19	17.0/30	C		Knots Landing
20	17.0/26	N		Matlock
21	16.8/26	N		ALF
22	16.4/26	A		Head of the Class
23	16.2/25	C		Designing Women
24	16.2/25	C		Murphy Brown
25	16.0/26	N		NBC Monday Movie
26	15.8/27	C		Jake and the Fatman
27	15.8/27	N		Amen
28	15.8/24	N		Hogan Family
29	15.4/27	A		Full House
30	15.2/23	A		MacGyver
31	15.1/23	N		NBC Sunday Movie
32	14.4/22	N		Family Ties
33	14.3/23	N		My Two Dads
34	14.0/25	A		Perfect Strangers
35	14.0/24	N		Midnight Caller
36	13.8/25	N		227
37	13.7/23	A		Mr. Belvedere
38	13.2/23	A		thirtysomething
39	13.1/24	A		20/20
40	13.1/22	C		Dallas
41	13.1/20	C		Kate and Allie
42	13.0/22	A		Just the Ten of Us
43	13.0/20	C		Newhart
44	12.9/22	N		L.A. Law
45	12.5/20	A		ABC Mystery Movie
46	11.8/21	C		Falcon Crest
47	11.5/18	C		Paradise
48	11.4/17	A		Over the Edge
49	11.4/20	N		Nightingales
50	11.3/18	C		CBS Tuesday Movie
51	10.9/17	A		Coach
52	10.9/16	F		Married...With Children
53	10.9/19	N		Father Dowling Mysteries
54	10.7/17	A		Hooperman
55	10.7/17	C		Murder, She Wrote
56	10.4/17	C		48 Hours
57	10.3/18	C		Beauty and the Beast, special
58	10.3/16	F		America's Most Wanted
59	10.2/18	A		China Beach
60	9.8/16	N		Magical World of Disney
61	9.6/17	A		Mission: Impossible
62	9.4/15	A		Dynasty
63	9.2/17	N		Miami Vice
64	8.8/15	C		World Figure Skating Champ
65	8.4/14	C		Hard Time on Planet Earth
66	8.2/15	C		Beauty and the Beast
67	8.1/14	A		Man Called Hawk
68	7.9/13	A		Flight-Navigator, part 2
69	7.7/14	C		West 57th
70	7.1/12	F		21 Jump Street
71	6.7/11	A		Great Circuses of the World
72	6.3/11	A		Heartbeat
73	6.0/10	F		Cops
74	5.9/11	A		Murphy's Law
75	5.2/9	F		Reporters
76	4.2/7	F		Beyond Tomorrow
77	3.9/6	F		Garry Shandling Show
78	3.0/4	F		Tracey Ullman Show
79	2.6/4	F		Duet

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* Nielsen syndicated weekly pocketpiece

Cassandras *

(Week ending March 12)

	Rtg.	Show	Stns.	Covg.
1	15.9	Wheel of Fortune (Syn.)	230	99
2	13.9	Jeopardy	210	97
3	11.8	Cosby	197	97
4	10.1	Star Trek	237	97
5	9.6	Oprah Winfrey Show	213	98
6	9.4	Wheel of Fortune (Wknd.)	211	93
7	7.4	Entertainment Tonight	164	92
8	7.2	Current Affair	145	89
9	7.1	Donahue	226	99
10	6.9	Geraldo	194	98
11	6.5	People's Court	189	94
12	6.1	Cagney and Lacey, special	128	88
13	5.8	USA Today (Mon.-Fri.)	148	93
14	5.7	Ducktales	184	94
15	5.6	War of the Worlds	224	96

The following program is included, but not ranked: World Wrestling Federation, 9.4, 240 stns., 97% coverage.